

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK3144 – MULTIMEDIA AND MARKETING

(All sections / Groups)

28th FEBRUARY 2017

9.00 a.m. - 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions. Marks for each questions are shown at the end of each questions.

QUESTION 1

Digital and offline communications techniques are combined into a unified campaign to build or increase traffic online. Identify the online promotion tools and critically discuss the effectiveness of each tools in increasing the traffic to a particular site. (25 marks)

QUESTION 2

In order for an organization to be able to experience positive outcome from adopting online Medias it is important that customers are aware of the organization's online value proposition (OVP). List and critically discuss the different types of customer values that organizations needs to focus in order to gain competitive advantage. (25 marks)

QUESTION 3

A B2B company has found that after an initial surge of interest in its intranet and extranet, usage has declined dramatically. Suggest and critically discuss ways in which the digital business manager could achieve the following aims:

1. Increase usage.
2. Produce more dynamic content.
3. Encourage more clients to order (extranet). (25 marks)

QUESTION 4

You are a consultant engaged by the managing director of an organization, he requested from you an analysis on the advantages and disadvantages of providing web services to the organization. (25 marks)

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